

FOR IMMEDIATE RELEASE

Merkel-Sobotta joins Paradigm Publishing Services

Marketing and Communications to be strengthened

Boston/London/Warsaw - April 14, 2025 - Eric Merkel-Sobotta has joined De Gruyter Brill's Paradigm Publishing Services as Vice President, Marketing & Communications effective 1 April 2025.

Most recently, Merkel-Sobotta has been advising companies on implementation and training in all areas of communications and branding since his departure from Taylor & Francis at the end of 2023. Immediately prior to Taylor & Francis, Merkel-Sobotta was Vice President, Communications & External Affairs at De Gruyter from 2016 to 2020. Merkel-Sobotta also held senior communications positions at Springer Nature in Berlin and Elsevier in Amsterdam before joining De Gruyter. Prior to coming to the publishing sector, Merkel-Sobotta worked in strategic communications and public affairs in Brussels.

At Paradigm, Merkel-Sobotta is tasked with building up the marketing and communications teams in Warsaw, Boston, London and Berlin to bring to life the mission, vision and values of the company globally.

"We are very pleased that Eric will be able to put his enthusiasm, expertise and extensive knowledge of the research publishing ecosystem to support small publishers and university presses. We have ambitious plans for Paradigm and we are certain that Eric and his team will make sure that everyone is familiar with them," said Steve Fallon, Managing Director, Paradigm Publishing Services.

"Almost five years to the day after leaving De Gruyter, I am happy to be coming back to the same – but very different – company, and to a division of it that is fizzing with energy and practical, mutually beneficial ideas for independent scholarly voices. I will be working with many people I already know and respect and with a dynamic, collegial and international team, and I am very much looking forward to it," said Merkel-Sobotta.

To learn more about Paradigm – including the company's services, history, and mission, vision, and values – visit <https://paradigmpublishingservices.com/>.

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